

WHAT IS CLAIMED IS:

- 1 1. In a data processing system executing a process for interacting with at least one user,
2 the method comprising:
3 (a) executing the process for a period of time; and
4 (b) during execution of the process, at a moment of likely intensity of the user's
5 interaction with the process, displaying a message to the user.
- 1 2. The method of claim 1, further comprising:
2 (c) monitoring data about the process; and
3 (d) determining the moment of likely intensity of the user's interaction with the
4 process based on the results of the monitoring.
- 1 3. The method of claim 1, wherein displaying the message further comprises suspending
2 the process during the display the message.
- 1 4. The method of claim 3, wherein the process comprises a game process, and wherein
2 suspending the process comprises temporarily halting the progress of the game while
3 the message is being displayed, and continuing the progress of the game only after the
4 message has been displayed.
- 1 5. The method of claim 2, wherein the process comprises an online real time discussion
2 medium and monitoring data about the process comprises measuring the rate of
3 message traffic in the medium.
- 1 6. The method of claim 2, wherein the process comprises a fighting game having
2 characters, and wherein monitoring data about the process comprises determining the
3 relative health of a first character.
- 1 7. The method of claim 6, wherein the first character is a character corresponding to a
2 player.
- 1 8. The method of claim 5, wherein measuring the intensity of the user's interaction
2 further comprises determining the rate of message traffic in the medium relative to the
3 number of users of the medium.
- 1 9. The method of claim 2, wherein the process comprises a simulated team ball game,
2 and wherein monitoring data about the process determining a measure of a likelihood
3 of a player scoring.

- 1 10. The method of claim 2, wherein the process comprises a game having one or more
2 players, and wherein monitoring data about the process comprises determining a
3 measure of likely change in a measure of success of a player in the game.
- 1 11. The method of claim 2, wherein the process comprises a game having one or more
2 players, and wherein monitoring data about the process comprises determining a
3 change in a measure of success of a player in the game.
- 1 12. The method of claim 1, further comprising determining a state of the process and
2 selecting the content of the message according to the state of the process.
- 1 13. The method of claim 12, wherein the process comprises a game having simulated
2 characters who interact with a character representing the user, and further comprising:
3 (c) determining a relationship between a particular simulated character and the
4 character representing the user; and
5 (d) determining the content of the message according to the identity of the simulated
6 character.
- 1 14. The method of claim 13, wherein determining the relationship comprises determining
2 a distance between the particular simulated character and the character representing
3 the user and wherein determining the content of the message comprises selecting a
4 message associated with the simulated character.
- 1 15. The method of claim 14, wherein the simulated character is associated with a product
2 or service, and wherein the message comprises an advertisement for the product or
3 service.
- 1 16. The method of claim 1, further comprising:
2 (c) repeatedly performing steps (a)-(b);
3 (d) determining at least one waiting interval; and
4 (e) during each repetition, waiting for a determined waiting interval.
- 1 17. The method of claim 16, wherein the process comprises a game process, and further
2 comprising determining the interval of time according to an estimate or measure of
3 the amount of time remaining in the game.
- 1 18. The method of claim 1, wherein the message comprises an advertising message.
- 1 19. The method of claim 2, wherein the process presents an interactive drama to the user,
2 and wherein the message is not part of the dramatic storyline.

- 1 20. The method of claim 19, wherein the measuring data about the process comprises
2 monitoring the user's knowledge of a fact about the drama.
- 1 21. The method of claim 20, wherein monitoring the user's knowledge of a fact about the
2 drama comprises estimating a degree of user certainty about whether the fact is true.
- 1 22. The method of claim 19, wherein measuring data about the process comprises
2 providing an association between events within the interactive drama and thoughts
3 that a user is likely to have in response to an event, and monitoring changes in the
4 thoughts that a user is likely to be having based on one or more events that occurred
5 in the drama.
- 1 23. The method of claim 19, wherein measuring data about the process comprises
2 providing an association between events that have occurred within the interactive
3 drama and goals of a user, and monitoring changes in the goals that a user is likely to
4 have based on one or more events that have occurred in the drama.
- 1 24. The method of claim 19, wherein measuring data about the process comprises
2 monitoring events that have occurred in the drama, monitoring the active goals of the
3 user, and determining whether the events occurred by the user attempting to achieve
4 one of the active goals.
- 1 25. The method of claim 1, wherein the data processing system is connected to a network,
2 and further comprising receiving the content of the message in the data processing
3 system from the network.
- 1 26. The method of claim 2, wherein the process comprises a game process, and wherein
2 monitoring data about the process comprises comparing the user's score with a pre-
3 existing recorded score.
- 1 27. The method of claim 1, wherein the message comprises an interactive presentation.
- 1 28. The method of claim 1, wherein the message comprises a fixed audio/video
2 presentation.
- 1 29. The method of claim 1, wherein the data processing system comprises a mobile
2 telephone.
- 1 30. The method of claim 1, wherein the data processing system comprises a personal
2 digital assistant.

- 1 31. The method of claim 12, wherein the process comprises a game having simulated
2 characters who interact with a character representing the user, and further comprising:
3 (c) determining a location of the character representing the user; and
4 (d) determining the content of the message according to the location of the
5 simulated character.
- 1 32. The method of claim 1, further comprising:
2 (c) determining an urgency of user response to the process; and
3 (d) determining whether to display the message based on the urgency of user
4 response.
- 1 33. The method of claim 1, further comprising:
2 (c) determining a geographical location of the user on the earth; and
3 (d) determining the content of the message according to the location of the user.
- 1 34. The method of claim 16, further comprising determining the interval of time
2 according to an estimate or measure of likely intensity of the user's interaction with
3 the process based on the results of the monitoring.
- 1 35. The method of claim 6, wherein the game comprises a multi-user game operating
2 over a network.
- 1 36. The method of claim 2, wherein monitoring the process comprises determining
2 whether the process is in an urgent state, and further comprising determining whether
3 to display the message based on whether the process is in an urgent state.
- 1 37. The method of claim 36, wherein the process comprises a character-based fighting
2 game, and wherein determining whether the process is in an urgent state comprises
3 determining whether a character associated with the user is within a line of sight of
4 any enemies.
- 1 38. The method of claim 3, wherein monitoring the process comprises determining
2 whether the process is in an urgent state, and further comprising resuming the process
3 after the display of the message and modifying the state of the process to a non-urgent
4 state after displaying the message and before resuming the process.
- 1 39. The method of claim 38, wherein the process comprises a character-based fighting
2 game, and wherein determining whether the process is in an urgent state comprises

- 3 determining whether a character associated with the user is within a line of sight of
4 any enemies.
- 1 40. The method of claim 1, further comprising recording a history of the display of the
2 interactive process and, after displaying the message to the user, redisplaying a
3 portion of the recorded history.
- 1 41. The method of claim 1, further comprising determining an appropriate time for
2 displaying the message and, in response to the determination, increasing the likely
3 intensity of the user's interaction by modifying the state of the process.
- 1 42. The method of claim 1, further comprising determining the content of the message
2 based on the contents of a user profile for the user.
- 1 43. The method of claim 1, wherein the data processing system comprises a set top box.
- 1 44. The method of claim 1, wherein the data processing system comprises a game
2 console.
- 1 45. The method of claim 1, wherein the data processing system comprises a digital TV
2 system.
- 1 46. A method for displaying messages in a mobile networked device comprising:
2 (a) determining the location of the device;
3 (b) selecting a message for display based on the location of the device; and
4 (c) displaying the message on the device.
- 1 47. The method of claim 46, wherein the message comprises an advertising message.
- 1 48. The method of claim 47, wherein the device comprises a mobile telephone.
- 1 49. The method of claim 47, wherein the device comprises a personal digital assistant.
- 1 50. The method of claim 47, wherein the advertising message comprises an advertisement
2 for a business in the same location as the device.
- 1 51. The method of claim 47, further comprising determining the local time in the location
2 of the device and selecting the message based on the local time.
- 1 52. A method for displaying a message on a mobile networked device comprising:
2 (a) selecting a message for display based on previously stored information about the
3 user; and
4 (b) displaying the message on the device.

1 53. A computer program product, tangibly stored on a computer-readable medium, for
2 inserting a message during a user interactive process, the product comprising
3 instructions operable to cause a programmable processor to:

- 4 (a) execute the process for a period of time; and
5 (b) during execution of the process, at a moment of likely intensity of the user's
6 interaction with the process, display a message to the user.

1 54. The product of claim 53, further comprising instructions operable to cause a
2 programmable processor to:

- 3 (a) monitor data about the process; and
4 (b) determine the moment of likely intensity of the user's interaction with the
5 process based on the results of the monitoring.

1 55. The product of claim 53, further comprising instructions operable to cause a
2 programmable processor to determine an appropriate time for displaying the message
3 and, in response to the determination, increase the likely intensity of the user's
4 interaction by modifying the state of the process.

1 56. A computer program product, tangibly stored on a computer-readable medium, for
2 displaying messages in a mobile networked device, the product comprising
3 instructions operable to cause a programmable processor to:

- 4 (a) determine the location of the device;
5 (b) select a message for display based on the location of the device; and
6 (c) display the message on the device.

1 57. A computer program product, tangibly stored on a computer-readable medium, for
2 displaying messages in a mobile networked device, the product comprising
3 instructions operable to cause a programmable processor to:

- 4 (a) select a message for display based on previously stored information about the
5 user; and
6 (b) display the message on the device.

1 58. A data processing system for inserting a message during a user interactive process
2 comprising:

- 3 (a) means for executing the process for a period of time; and

4 (b) means for, during execution of the process, at a moment of likely intensity of the
5 user's interaction with the process, displaying a message to the user.

1 59. The system of claim 58, further comprising:

2 (c) means for monitoring data about the process; and

3 (d) means for determining the moment of likely intensity of the user's interaction
4 with the process based on the results of the monitoring.

1 60. The system of claim 59, further comprising means for determining an appropriate
2 time for displaying the message and, in response to the determination, increasing the
3 likely intensity of the user's interaction by modifying the state of the process.

1 61. A data processing system for displaying messages in a mobile networked device
2 comprising:

3 (a) means for determining the location of the device;

4 (b) means for selecting a message for display based on the location of the device;
5 and

6 (c) means for displaying the message on the device.

1 62. A data processing system for displaying messages in a mobile networked device
2 comprising:

3 (a) means for selecting a message for display based on previously stored
4 information about the user; and

5 (b) means for displaying the message on the device.